

NEW BOOKLETS AND LEAFLETS

France

The France Mfg. Co., 10321-35 Berea Road, Cleveland, Ohio, has issued a four-page folder on the new improved France insulated wire stripper. This machine is used by the manufacturers of electric refrigeration units for cleaning the ends of insulated wires which are attached to the light socket and connected to the motor.

Welsbach

From the Welsbach Co., Gloucester City, N. J., comes a new customer brochure Form No. 1550 showing a number of the Welsbach models and telling of the advantages in general of electric refrigeration. The booklet is very attractively done in several colors and is made up of 15 pages of about 7½ by 10½ inches in size.

Copies of the Welsbach "All Purpose Direct-By-Mail Campaign" for use by dealers and distributors has also been received. These pieces are designed to be mailed out by the dealer or distributor, and while they are designed to be a definite part of the campaign, they can be used separately if desired.

Cooke

From Cooke Seal Ring, 14-30 North Green St., Chicago, Ill., comes a 15-page booklet showing the various styles of seal rings for rotating shafts manufactured by that company. Testimonials from a number of users are included.

Everite

"A Cold Storage Plant for Your Home" is the subject of the small folder issued by the Everite Products, Inc., Dayton, O. The advantages of Everite electric refrigeration are given and a diagram showing the installation of a unit with the compressor in the basement. A space is left on the back page of the folder for the imprint of the dealer or distributor.

Sanitary

The Sanitary Refrigerator Co., Fond du Lac, Wis., has issued a 42-page catalogue illustrating in colors and describing their complete line of refrigerators for domestic and commercial application. A special section is devoted to Sanitary all steel refrigerators for self-contained electric refrigeration units.

Penn Electric

Bulletin G-A-12 issued by the Penn Electric Switch Co., Des Moines, Iowa, illustrates and gives specifications on the type XA Penn water regulator for ammonia refrigeration service. It also carries the same material on the type XAR combination Penn water regulator and high pressure safety switch.

Winters & Crampton

From the Winters & Crampton Mfg. Co., Grand Rapids, Mich., comes a 20-page catalogue illustrating in full size and colors, a line of refrigerator hardware manufactured by that company. Special attention is called to a springless automatic lock with a cam and gravity operation. The catalogue is introduced with a short statement of the history of the company.

Herrick

Catalogue No. 36, issued by the Herrick Refrigerator Co., Waterloo, Iowa, is a complete guide to the Herrick refrigerator, illustrating all models and giving a detailed specification on each with particular reference to the various points of cabinet construction. Models for both household and commercial use are included. A page is devoted to the discussion of the use of Herrick refrigerators with electric refrigeration.

Rhineland

The Rhineland Refrigerator Co., Rhineland, Wis., has sent in a number of loose leaves each illustrating and carrying specifications on the particular models of Airtite refrigerator, manufactured by the company. Views of the cabinet

both open and closed are shown. Many sizes are equipped with hanger bolts and capped openings for brine pipes.

Absolute Con-Tac-Tor

Refrigeration controls for automatic control of commercial and domestic refrigeration units from box temperature, brine temperature, high pressure or back pressure, are shown in bulletin No. 120 now available for distribution by the Absolute Con-Tac-Tor Corp., Elkhart, Ind. Complete specifications including list prices and photographs of each of the various types of switches are included in the bulletin.

WATER COOLING

By Aden E. Smith, Sanitary Engineer,
D. A. Ebinger Sanitary Mfg. Co.

Some of the largest profits made by distributors of electric refrigeration during the past year have accrued through the sale of water coolers. And why not? Water is a fundamental necessity to all and everyone likes water that is cold, stimulating and refreshing. Not everyone likes ice water and to many it is dangerous. But with electric refrigerated water coolers the temperature is constant and can be set to deliver water at nature's temperature; that of a deep well or mountain spring.

This desirable temperature is maintained at all hours of the day and night, every day in the year, and is not dependent upon the uncertain delivery of ice.

Pure drinking water at a proper temperature of between 48° to 52° is desirable to all, but is an actual necessity to those thousands of men engaged in hot process manufacturing.

The records of various steel mills, blast furnaces, foundries, ship yards, enameling plants and other places where men work in high temperatures show that heat prostration and gastro-intestinal troubles are not at all uncommon among the workmen. These are caused more often than not by the copious use of ice cold water. Again, when the water is too warm it is nauseating to men engaged in such work and not enough is drunk to replace the evaporated moisture of the body.

The answer is water at a correct temperature, which will quench thirst, stimulate and refresh. It is a safeguard to health and solves one of the most difficult problems encountered in heavy manufacturing. It is not only a great boon to the welfare of employees, but has proven an investment that has paid dividends beyond all expectations in dollars and cents.

Hundreds of such coolers have been installed during the past year, but probably the most outstanding illustration is the large investment made by the Carnegie Steel Company of Pittsburgh, which has purchased and installed more than three hundred in its Homestead Mills. The American Sheet and Tin Plate has also installed these coolers in its Cambridge, Ohio, plant and in its mill at Gary, Ind. These have already shown a large saving in money and what is even more satisfactory they have solved an aggravating problem—making contented and satisfied workmen and preventing lay-offs on account of sickness.

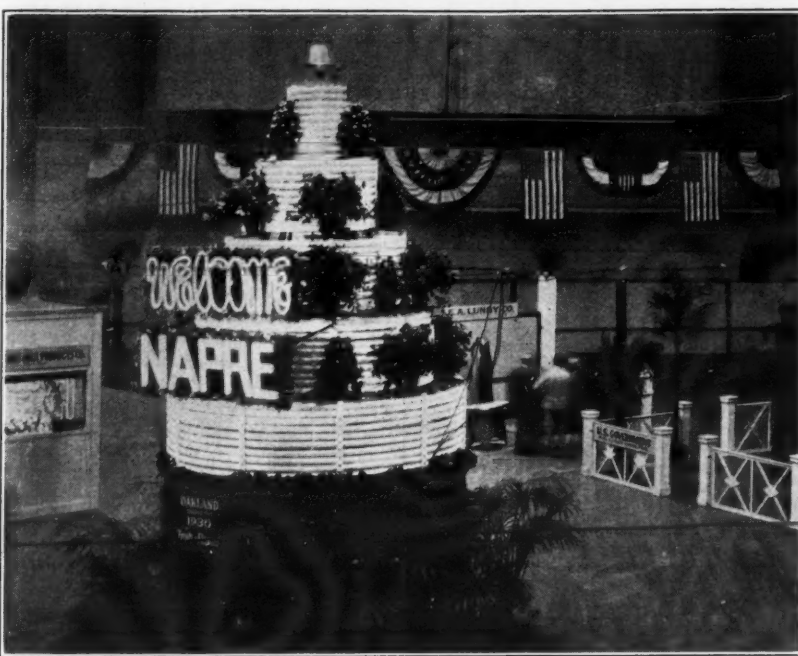
One distributor alone has sold more than \$50,000 worth of water coolers during the year of 1927, which amount does not include the sale of refrigerating machinery with which they were equipped.

The above illustrates only one of many markets for electrically refrigerated water coolers. They are desirable any place that water is used. They are being installed in hundreds of circulating jobs, serving tall office buildings, hotels, restaurants, laundries, garages, railroad shops and stations, even parks, playgrounds and golf links.

Wherever used they are more convenient, more sanitary, more healthful, and in most instances they are less expensive than water cooled by ice.

These coolers are manufactured in various sizes and designs to accommodate any of the well known standard compressors and coils. Their capacity is dependent upon the machine with which they are

Attractive Exhibit at Convention of Practical Refrigerating Engineers



A Frick Compressor operated this interesting frosted coil display at the recent San Francisco meeting of the N. A. P. R. E.

equipped. They can be had in beautiful porcelain or lacquer finishes to grace the finest bank or hotel lobby, and they are made in strong, sturdy cabinets for use in rough factory and mill work.

Water cooling is rapidly becoming one of the large outlets for small refrigerating machines, and every distributor should solicit this business because of the satisfaction and profits available.

PURCHASER OF WARD ELECTRIC FAILS TO MAKE PAYMENTS

In the December 21 issue of ELECTRIC REFRIGERATION NEWS announcement was made of the sale of the assets of the Ward Electric Refrigerator Co., of Buchanan, Mich. Jacob C. Rough, as bulk bidder, failed to deposit his check for \$6,000 covering property inventoried at \$18,000 so that the sale reverts to Harleigh W. Riley of Buchanan, and the International Machinery Co., of Detroit, according to a report in the Niles, Mich., Star.

GENERAL REFRIGERATING CO. TAKES OVER "KEEP COOL" LINE

It is reported that the General Refrigerating and Mfg. Corp., of Portland, Ore., has taken over the manufacture and distribution of the KeepCool line of electric refrigerators and has also taken over the plant of the Beaver State Motor Co., at Gresham, Ore., which will be used for the manufacture of the machines. Outlets have been arranged in Texas, California, Utah and other western states.

CONVENTION DATES

American Engineering Council, Washington, D. C., January 9-11. L. W. Wallace, Secy., 26 Jackson Place, Washington, D. C.

American Institute of Electrical Engineers, Winter Convention, New York City, February 13-17. F. L. Hutchinson, Secy., 33 W. 39th St., N. Y. C.

St. Louis Regional Meeting, St. Louis, Mo., March 7-9.

Baltimore Regional Meeting, Baltimore, Md., April 17-19.

American Society of Heating & Ventilating Engineers, Hotel Pennsylvania, New York City, (Annual Meeting), January 23-26. A. V. Hutchinson, Secy., 29 W. 30th St., N. Y. C.

Empire State Gas & Electric Association, Electric Section, Niagara Falls, N. Y., January 12-13. C. H. B. Chapin, Secy., Grand Central Terminal, N. Y. C.

Federated Radio Trades Association, Midwinter Meeting, Milwaukee, Wis., February 15. H. H. Cory, Secy., 301 Tribune Annex, Minneapolis, Minn.

Illinois Society of Engineers, Urbana, Ill., January 24-31. H. E. Babbitt, Secy., Urbana, Ill.

Institute of Radio Engineers, New York City (Annual Meeting), January 9-11. Alfred N. Goldsmith, Secy., 37 W. 39th St., N. Y. C.

Iowa Engineering Society, Waterloo, Iowa, February 8-10. J. S. Dodds, Secy., Box 202, Ames, Iowa.

Midwinter Conference of Secretary-Managers of Electrical Leagues, Chicago, Illinois, January 16-17. The Society for Electrical Development, Inc., 420 Lexington Ave., N. Y. C.

National Electric Light Association, Commercial Section, Chicago, Ill., January 18-20.

Rocky Mountain Division, Albuquerque, N. Mex., February 14-16. O. A. Weller, Secy., 800 15th St., Denver, Colo.

National Electrical Credit Association, New England Division, Boston, Mass., January 17. Frederick P. Vose, Secy., 1008 Marquette Bldg., Chicago, Ill.

National Electrical Manufacturers Association, Supply Division, Hotel Commodore, New York City, January 23-30. A. E. Waller, Mgr., 420 Lexington Ave., N. Y. C.

Northwest Association of Electrical Inspectors, Hotel Olympic, Seattle, Wash., January 26-28. F. L. Weber, Secy., Box 743, Portland, Oregon.

Pacific Coast Electrical Association, Fairmont Hotel, San Francisco, January 11-13. Samuel H. Taylor, Secy., 447 Sutter St., San Francisco.

Midwestern Engineering & Power Exposition, Inc., Coliseum, Chicago, February 14-18. George E. Pfisterer, Secy., 53 W. Jackson Blvd., Chicago.

FRIGIDAIRE AND DELCO LIGHT IN SEPARATE UNITS

Biechler Continues as Head of Both Organizations

The physical separation of the Frigidaire Corp. and Delco Light Co., both of Dayton, Ohio, was completed on January 3rd when executives and office employees of the Delco-Light Company reported for work in the new offices of the Delco-Light factory on East First Street at Dayton.

E. G. Biechler will continue as president of the Delco-Light Co., as well as president and general manager of the Frigidaire Corporation. The continuance of Mr. Biechler as head of both companies is in line with plans made over a year ago and the formation of Frigidaire Corp. as a separate subsidiary of General Motors. Mr. Biechler will be the only official common to both organizations.

Businesses Are of Different Natures

In a statement issued by Mr. Biechler, he said: "The diversified nature of the two businesses, their different markets, complicated bookkeeping and duplication of sales effort made it apparent years ago, when Frigidaire first became a part of the Delco-Light business, that a physical separation of the two organizations would eventually be necessary for the efficient operation of both.

"Two years ago inadequate factory facilities held up the separation. One year ago the entire organization was tied up with the fast expansion of the Frigidaire business. The Frigidaire organization now being well established, it has become possible for the first time to carry out the original intentions of General Motors and make the two local subsidiaries as separate in fact as they are in name."

Frigidaire Corporation will continue in Plant No. 1 on Taylor Street, and Plant No. 2 at Moraine near Dayton, and will use part of the Delco-Light factory known as Plant No. 3.

H. W. Arnold, who has been assisting Mr. Biechler in Delco-Light business, will be general manager of the Delco-Light Co.

Present Frigidaire Heads Stay

D. K. Banker is now assistant treasurer and resident comptroller of Frigidaire Corporation as a result of the separation. This is the only change to be made among departmental heads of Frigidaire Corp. It is remarked that the separation of the two companies will have no effect upon the plans and policies of Frigidaire. According to reports the Frigidaire ice cream cabinet business was approximately the same in 1927 as in the year 1926, which marked the high tide in the development of this business. It is also reported that the business of Frigidaire commercial and household was more than double that of 1926.

SERVEL SUBSIDIARIES MERGED IN ONE COMPANY

Announcement has been made of the reorganization of the several related Servel companies into one parent company, Servel, Inc., 51 E. 42nd St., New York City, with Servel Sales as the selling organization.

The officers of the company are: Frank E. Smith, president; W. F. Thatcher, vice-president; D. L. Adkins, secretary; F. O. Cummings, comptroller; H. W. Foulds, general sales manager; C. A. Miller, general service manager.

Servel, Inc., will manufacture and sell both the Servel compressor type and Electrolux absorption type of refrigerating units for household, commercial, ice cream and soda fountain use.

THE CONDENSER

A CLASSIFIED COLUMN OF OPPORTUNITY

REPLIES to box number advertisements should be addressed to Electric Refrigeration News, 554 Macabees Bldg., Detroit, Mich.

ADVERTISING RATES—this column only:

POSITIONS WANTED (special rate if paid in advance): 50 words or less, one insertion, \$2.00, additional words 4 cents each. Three insertions, \$5.00.

POSITIONS AVAILABLE. For Sale, Business Opportunities, and all other classifications (special rate, if paid in advance): 50 words or less, one insertion, \$3.00, three insertions \$8.00, additional words, 5 cents each.

LINE RATE (open account): 50 cents per line.

POSITIONS AVAILABLE

Combination gas electric utility, thirty thousand customers, requires services first class merchandising sales supervisor. Applicant must have had extensive and successful experience in gas and electric appliance sales field, be familiar with campaigns, advertising and supervision of sales people and sales rooms. Salary basis with commission on gross sales. Please furnish detailed experience, references, etc., first letter. P. O. Box 371, Williamsport, Pa.

POSITIONS WANTED

SALES EXECUTIVE

Sales Executive desires connection. Experience consists of field, field supervision and sales promotional work with splendid record as to performance. Preference is indicated as branch manager or sales manager working in Florida or Southern territory. Box 61.

Chief Engineer available, connected with leading electric refrigeration concerns past eight years. Inventor and owner of patents on hermostat control and seals. Well acquainted with patent situation. Experienced designing engineer. Box No. 52.

SPECIAL SERVICE

"Installation, repairs, service, household and commercial refrigerating machines, in New York City and vicinity only. Prompt and efficient service to manufacturers and individuals. Electric Refrigerator Service Co., 159 East 60th Street, New York City."

We wish to add to our line one or two good refrigeration specialties. Will either manufacture or handle on a jobbing basis. Address Box 62.

Young men, as well as those having experience, who seek new and larger opportunities, should take advantage of this column as a means of presenting qualifications to executives who may need just the services offered.

Balsam-Wool INSULATION
Efficient, Light Weight, Odorless, Flexible
For samples and complete information address
WOOD CONVERSION COMPANY
360 N. Mich. Ave., Chicago, Ill. at Clognet, Minn.

LEADING Refrigerator manufacturers use Monel Metal screws with Monel Metal trim.
Write for details to
The International Nickel Company (Inc.)
67 Wall Street New York, N. Y.

Formed condenser coils
No Scale. Smooth inside. Formed and fabricated to your order. Write for Prices
1431 Central Ave., Detroit, Mich.

WOLVERINE
SEAMLESS COPPER AND BRASS TUBING

SureCold
SO₂ Air Cooled equipment
Commercial ½ to 1 h.p.
Flooded type cooling coils
Domestic Cabinets
WARNER STEEL PRODUCTS CO.
OTTAWA, KANS.
MACHINERY BUILDERS FOR 30 YEARS

PETERSON SPRING COMPANY
Spring Makers

1662-1664 Beard Avenue
DETROIT, MICHIGAN

Subscription Order

BUSINESS NEWS PUBLISHING CO.
554 MACCABEES BLDG.
DETROIT, MICH.

Gentlemen:

Please enter my subscription to ELECTRIC REFRIGERATION NEWS, the Business Newspaper of the Electric Refrigeration Industry.

United States: ☐ \$1.25 per year ☐ Two years for \$2.00.
Foreign Countries: ☐ \$1.50 per year.

I am enclosing payment in the form of

☐ Check ☐ P. O. Order ☐ Cash ☐ Stamps

Name

Company

Street Address

City and State

☐ NOTE: If it is convenient for you to enclose payment with this order, check this square and invoice will be mailed. Do it now, while you have the blank before you. It will save the time and trouble of writing a letter and you will be sure to get the next issue.

ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

VOL. 2, No. 10, SERIAL No. 34

DETROIT, MICHIGAN, JANUARY 18, 1928

CONSULAR OFFICERS PREPARED TO ASSIST EXPORT DEVELOPMENT

The Department of State of the United States Government at Washington co-operated in the distribution of the January 4 "Catalogue and Directory Number" of ELECTRIC REFRIGERATION NEWS by furnishing a list of all representatives of the government in the consular service in foreign countries.

The Department of State has informed ELECTRIC REFRIGERATION NEWS that consular officers, when requested directly, are pleased to prepare sales letters containing detailed sales data, including information in regard to prevailing conditions in trade and industry, rates of applicable customs duties, imports and exports of various commodities prominently associated with the trade of their districts, the extent to which various goods are manufactured locally, the foreign competition to be met, prevailing prices, peculiarities of local trade practices, lists of firms engaged in the importation and sale of similar articles, suggested local agencies for the distribution of American goods, principal publications available for advertising, advertising rates, and local advertising agencies.

EIGHTEEN DETROIT MEN WIN PRIZES IN KELVINATOR CONTEST

J. F. Staples, of the Dalrymple-Kelvinator Co., Detroit, says that eighteen men of that company were included as prize winners in the Kelvinator sales contest running from November 1 to December 24. Twelve hundred dollars was the minimum total sales required to win a prize.

L. A. Watson, who has been with the organization only three months, led the Detroit group with total sales of \$34,000. J. M. Blankenship was a close second to Mr. Watson. Both of these men are in the commercial department.

The list of prize winners in the household department is headed by G. E. Van Nauker, William J. Cook, and R. W. Walsh, all of whom are credited with over \$4,000 sales.

Mr. Staples, in commenting upon prospects for the year, said that sales were picking up remarkably with the opening of the year, and that he considered the outlook for the year 1928 unusually good.

D. A. BROWN HONORED AT NEW YORK BANQUET

David A. Brown, president of the General Necessities Corp., Detroit, and chairman of the finance board of the Union of American Hebrew Congregations, who has just completed a national tour for the Union in co-operation with the alumni of the Hebrew Union College in Cincinnati, was the honor guest at a dinner given in the ballroom of the Hotel Roosevelt Sunday evening, January 5.

The purpose of the meeting was to acquaint the congregation and the public with the educational work of the Union, since its founding by the late Dr. Isaac M. Wise about 50 years ago, and to reveal what the Union has been doing to perpetuate liberal Judaism in America. Besides Mr. Brown, Ludwig Vogelstein, Meir Steinbrink, Rabbi Jonah B. Wise and Adolph S. Ochs addressed the gathering.

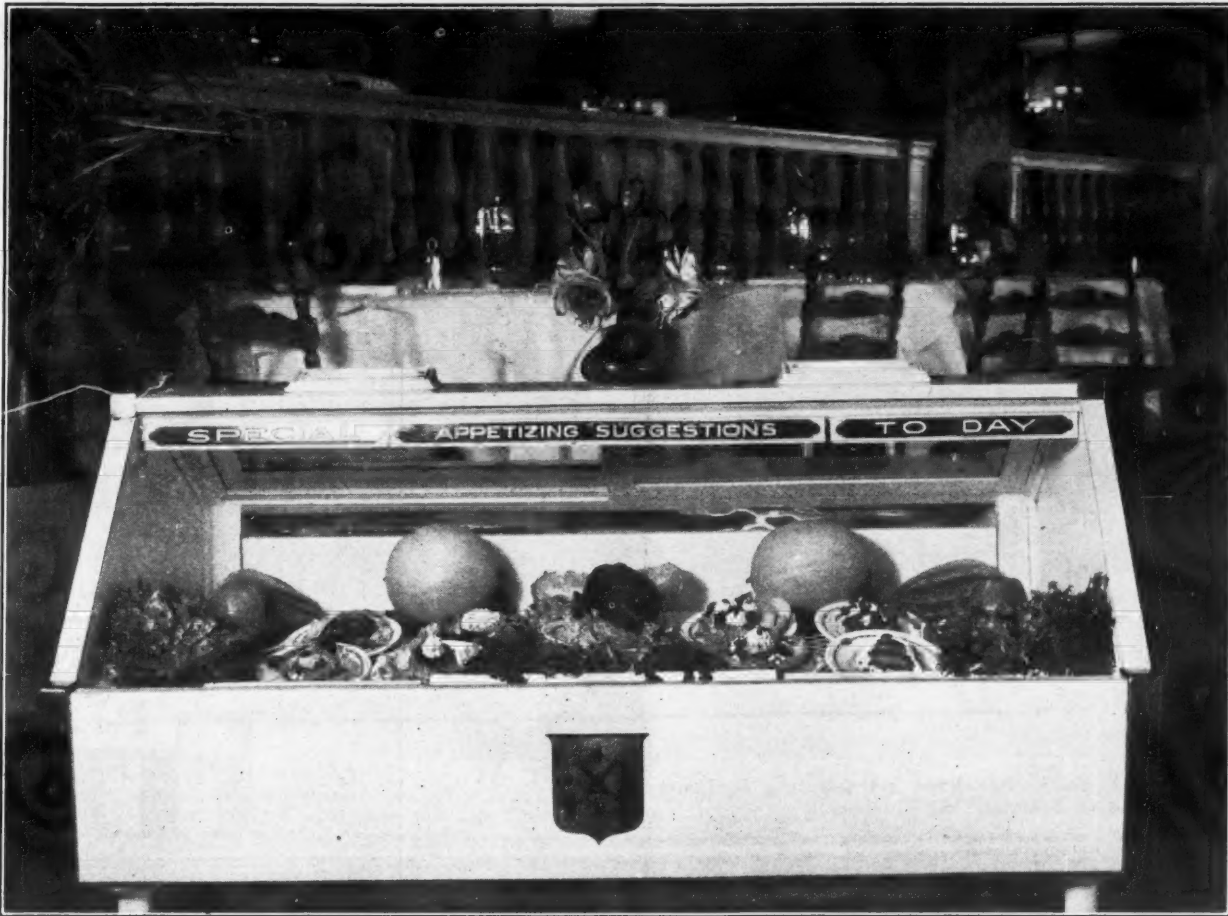
Mr. Brown recently was made an honorary member of the alumni association of Hebrew Union College and its first lay member. The board of finance of the Union was also reorganized under Mr. Brown's direction.

HARRY F. DIETER GOES TO EUROPE FOR FRIGIDAIRE

Frigidaire Corp., Dayton, O., announces the appointment of Harry F. Dieter as European advertising manager. Mr. Dieter sails for Paris on January 14 to take charge of foreign advertising. He is a graduate of Carnegie Tech., class of 1923, and spent several years in the advertising department of the Westinghouse Company. At the present time considerable advertising is being done by Frigidaire in Europe, but it is planned to increase the amount for the coming year.

Tubing for condensers
Smooth. No possibility of scale. Up to 100 foot lengths. Formed to your order.
1431 Central Ave., Detroit, Mich.
WOLVERINE TUBE
SEAMLESS COPPER & BRASS TUBING

Edgewater Beach Hotel, Chicago, Tempts Patrons With Illuminated Display of Chilled Foods



In this Reolite case are displayed fancy daily specials in fresh and attractive condition. The illumination accentuates their tastefulness.

FIFTH INTERNATIONAL REFRIGERATION CONGRESS OPENS AT ROME APR. 9

The date for the opening of the Fifth International Congress for Refrigeration at Rome, Italy, has been definitely set for April 9, 1928. The headquarters for the Congress in Rome will be on the premises of the International Institute of Agriculture.

The week of April 9 to 15, inclusive, will be devoted to the presentation of reports, meetings of departments and discussion of papers. The following week, April 16 to 21, is to be given over to excursions, inspection of commercial establishments and a visit to the National and International Refrigeration Exhibition, which will be held in Turin on the grounds of the International Exposition of the Chemical Industry. Further visits will be arranged during the period of April 22 to 25.

AIR TRANSPORTATION LINE TO SPECIALIZE IN PERISHABLES

With the object of starting a transportation line between California and the east coast for handling produce and other freight, the Smith Motors Corp. of Denver, Colo., an air line transportation company, is being formed by a number of business men and former fliers in that city. The company plans to start with twenty Ford all-metal planes, and the perishables, the transportation of which this company will specialize in, will be carried without icing since experienced pilots have expressed the opinion that the altitude gained by the planes in crossing the mountains will give them sufficient refrigeration to care for the usual needs.

Freezel Corp. Organized at Gardner

The Freezel Corp. has been recently organized by M. D. and M. H. Pendergast to manufacture household electric refrigerators at Gardner, Mass.

DEPT. OF COMMERCE SEEKS STATISTICS ON MONTHLY SHIPMENTS

Marshall T. Jones, chief of the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C., has recently addressed the larger manufacturers of electric refrigerators, requesting their co-operation in gathering accurate statistics on shipments of equipment. If the manufacturers consent to furnish the data as requested, the Bureau will tabulate the information to show the number of units and value of shipments made by manufacturers each month, thereby providing the industry with basic figures of great value.

Owing to the fact that the electric refrigeration industry has no trade association with which the government may confer in matters of this kind, the Department of Commerce has little information available at present regarding this industry.

Bottle Cooler and Special Cabinet Facilitate Quick Service in Cincinnati Restaurant



The Imperial Restaurant at Cincinnati saves time and energy through the use of these two units.

NEW SERVEL INC. ORGANIZATION IS NOW IN OPERATION

New Models, Lower Prices, Set Policies, Enthuse Distributors at Recent Meeting

Reorganization of the Servel related companies was concluded on Dec. 31, 1927, and the organization to be known as Servel, Inc., became operative on Jan. 3, 1928. Colonel Frank E. Smith, who has been acting as receiver of the Servel related subsidiaries and who has been instrumental with the reorganization committee in working out the new plan, is president of the company, with W. F. Thatcher, vice-president; D. L. Adkins, secretary; F. O. Cummings, general comptroller, and H. W. Foulds, general sales manager.

Since Jan. 3 announcement has been made of the appointment of H. G. Semmons as assistant general sales manager. Mr. Semmons was formerly with the Chevrolet division of General Motors Corp., and until recently with Kelvinator division of Electric Refrigeration Corp. C. A. Miller has been appointed general service manager. Mr. Miller has been identified with Servel organization since the origin of the company. He has had much to do with the early development and engineering of the product, later handling the sales activities in the east and in Europe. For the past eighteen months he has been acting general service manager.

Distribution From Evansville Plant

The distribution of Servel refrigeration products will be handled through Servel Sales, Inc., with headquarters at Evansville, Ind. The gas engine and commercial body sales will be conducted through another new subsidiary to be known as Hercules Products, Inc. All manufacturing and service operations are to be concentrated at Evansville.

The national advertising of the company is to be handled by two agencies. George Batten Co. will handle the Electroflux Account, and H. K. McCann Co. the Servel advertising. A liberal appropriation has been approved.

Several new models have been added to the Servel line and new lower prices have been announced. All models will be in white with porcelain linings as standard. Four new colors will be available as specials on the household models without additional charge. The new colors are obtained by a special process. The effect is mottled and is obtained by using three or four individual colors blended with a neutral color as a background.

Distribution Policies Are Set

Frequent changes of distribution policies and of territorial organizations have been recognized by the company as uneconomical and all policies being put into effect now are for continuity. At general sales meetings held at New York and at Evansville during the past two weeks, much enthusiasm has been displayed by the new models, prices and policies.

H. W. Foulds, general sales manager, states that export business has been eminently satisfactory during 1927, and that it will no doubt show further improvement in 1928. He also states that the Servel distributor organization has been kept quite intact and that it gives assurance of swinging into activity in a most encouraging manner as soon as the new organization can make volume deliveries. "There is plenty of business at a fair profit for those who have faith in the industry and have the courage to organize to get their share," said Mr. Foulds.

The Electroflux unit is now available in a complete range of sizes for household (Continued on Page 6, Column 4)

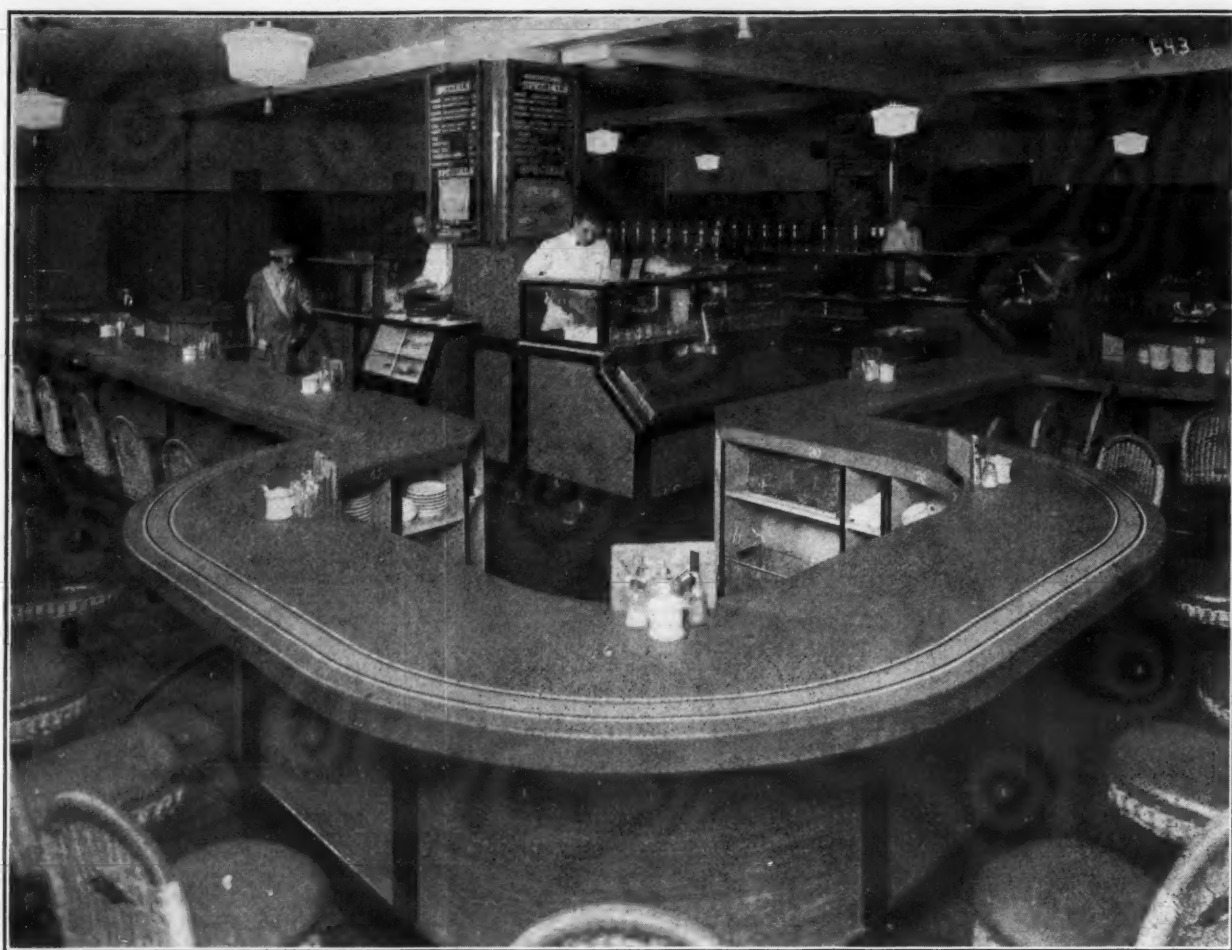
SURVEY SHOWS LEAGUES WILL SPEND \$800,000 FOR PROMOTIONAL WORK IN 1928

J. E. North, chairman of the League Council, which co-operates with the Society for Electrical Development, announces the completion of the first national survey of local electrical leagues. From a total of 109 electrical leagues canvassed, 91 responded, showing that they tentatively plan to spend about \$800,000 in 1928 to promote business in the wiring, lighting, appliance and industrial fields. The survey shows that the population reached by the 91 leagues is approximately 26 million people, which does not include the areas, principally rural, which lie beyond the jurisdictions of the leagues studied.

An Outstanding Sales Feature
for REFRIGERATORS

WIFE'S PATENTED
AIRTITE
CUSHION
GASKET

Electric Refrigeration Has Become an Essential Feature of the Modern Restaraunt



This view of Bilger's Restaurant in Baltimore shows refrigerating equipment manufactured by the C. Schmidt Co., Cincinnati.

ELECTRIC CABINETS A BOON TO THIS ICE CREAM MAKER

Meets Larger Competitors by
Renting Cabinets to Dealers

By John Girdler

"We were up against it," said A. J. Bliesner, manager of the Polar Ice Cream Co. of Pueblo, Colo. "Some of our big competitors were cutting prices. No pun is intended when I say that they wanted to 'freeze us out.' One of two things seemed to be necessary. Either we had to reduce our quality to meet competition, or we had to devise some means of beating them to the dealers."

"After considerable thought we decided that we would keep the quality of our ice cream right where it was and either stand or fall with it. We bought three carloads of Frigidaire ice cream cabinets and rented them to our dealers. We agreed to service these machines ourselves and I want to say that in three years the only servicing we have had to do is to add a little oil now and then."

Sherbet Business Increased 400 Per Cent

"We found that this device helped us in many ways. The dealers were soon convinced that we had their interests at heart. We were able to do a great deal more in our campaign of education as to the supe-

riority of brick ice cream from a commercial standpoint. More important than this, we found that our sherbet business increased four hundred per cent in a remarkably short time. The old style packers could not keep sherbet in proper shape to sell at the fountain. The electric cabinets surprised us in how well they kept it. There is a good profit in sherbet, and when it is properly kept there is a big demand for it. Ice cream is a food, where sherbet is more of a refreshing drink. If it is poorly kept it is not much better than nothing. The lower temperature supplied by electric refrigeration answers the problem."

Reasons for Growth of Business

"The use of ice cream has increased tremendously in the past fifteen years," said Mr. Bliesner. "When I went into the business it was not very flourishing. I now see the sales of as much ice cream in the heavy month of the year as I used to see in a whole year in the old days, fifteen years ago. This is due to several things. First, the ice cream of today—that is, the commercial ice cream—is not only more palatable but it is made under far more sanitary conditions. Second, there has been a tremendous campaign of education as to the food value of wholesome ice cream, and suggestions as to its desirability as a food and a dainty are likely to reach the eye many times a day in any sizeable town. Last, but not least, electric refrigeration has made it possible for us to make it better, keep it better and ship it better."

"For instance, we put our ice cream in the hardening room before we ship it. We drop the temperature to twenty degrees be-

low zero. We can then ship the product four hundred miles in insulated paper bags. These are three-ply bags and they keep the cream in perfect condition. Imagine trying to ship unhardened ice cream four hundred miles in the old ice packers! In the first place, it would not keep, and in the second place, sixty per cent of the cost of the freight was in the packer. Electric refrigeration is not only a boon to the consumer. It is a God-send to the manufacturer."

DISCUSSES PROBLEMS TO BE CONSIDERED IN STUDY OF THE DOMESTIC REFRIGERATOR

Problems to be studied by the Bureau of Home Economics of the United States Department of Agriculture under the direction of Dr. Louise Stanley, are discussed by her in an interview which appeared in the December 17 issue of the *Advertisers Weekly* under the heading of "A Study of Markets for Refrigeration."

This work, covering the field of household refrigeration, both by ice and by mechanical means, is being financed cooperatively by The Society for Electrical Development and the National Association of Ice Industries. Among the questions which will be considered in making the tests will be the cost of keeping the refrigerator at a given temperature, just what part insulation plays in the maintenance of proper temperatures, the determination of what the most desirable temperatures are for the storage of food in home refrigerators and the relation of moisture to temperature.

Refrigerated Portable Market Makes Shopping Easy



The portable market shown here is one of a number of refrigerated truck bodies manufactured by the John J. Grothe Co., Inc., Woburn, Mass. The refrigerated bodies manufactured by this company for use in transporting ice cream are already very well known. A photograph and an article in regard to one appeared in the December 7 issue of this paper.

The body above is designed for the use of grocers, compartments being laid out so as to provide sufficient display of stock.

Six display cases are arranged on two sides, with a shelf running around the top of the body. The show cases are insulated with sheet cork and lined with Monel metal. Hinged glass covers give access to them. They are equipped for either mechanical refrigeration or for ice and salt. With mechanical refrigeration 60 to 75 per cent of the load of an ordinary truck using ice and salt refrigeration is eliminated. The truck motor furnishes power to operate the compressor. A thermostat

adjustment automatically controls the temperature. Direct expansion is used. At the rear of the truck is a storage space for surplus stock. Electric ceiling lights give illumination after night fall.

It has been suggested that by bringing the display of groceries to the customer's door, in an attractive and sanitary appearing truck such as this, the equipment will pay for itself in the course of a year's time, through the extra purchases made by customers.

A FULL LINE— Every Ice User a Prospect

Absopure Electric Refrigeration Systems are the result of over twenty-five years of refrigeration experience. They are designed and carefully built to meet every refrigeration need

Complete Lines of Models and Systems for

BUTCHERS	HOMES, APARTMENTS, FLATS, DUPLEXES	SODA FOUNTAINS
GROCERS	FUR STORES	SANITARIUMS
DAIRIES	CANDY SHOPS	HOSPITALS
FLORISTS	CHAIN STORES	UNDERTAKERS
HOTELS	RESTAURANTS	ETC., ETC.
	DELICATESSENS	
	ALSO ELECTRIC WATER COOLERS AND	
	ICE CREAM CABINETS	

[Responsible dealers who are interested
in securing a valuable selling franchise
are invited to write now for particulars]

Absopure FRIGERATOR

Division of General Necessities Corporation
DAVID A. BROWN, President
GENERAL NECESSITIES BUILDING DETROIT, MICH.

PIPE and TUBE FITTINGS



Made From Brass Rod, Castings or Forgings

For many years we have specialized in the manufacture of brass fittings, in small sizes, for connecting brass and copper tubing.

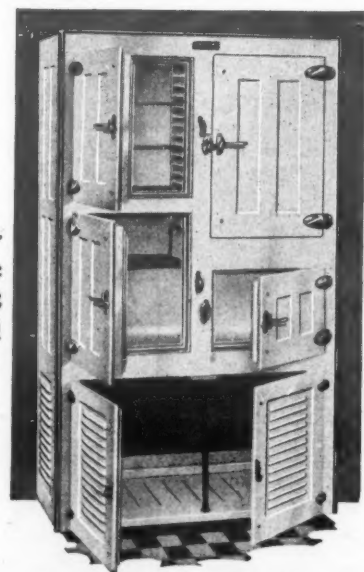
In addition to fittings made from brass rod and castings, we are now producing similar parts made from BRASS FORGINGS to meet the requirements of Iceless Refrigerator Manufacturers for fittings of a superior type. These fittings will not leak gas, air or liquids under mechanical pressure. They have the compact grain structure, high tensile strength and smooth, flawless surfaces found only in forgings. Our forged fittings are accurately machined, carefully inspected and equal to the most exacting requirements.

Send a sample or blue-print for quotations on parts of a special nature. Catalogue No. R-30, showing our complete line of standard fittings will be mailed on request.



COMMONWEALTH BRASS CORPORATION
DETROIT 5781-5835 COMMONWEALTH AVE. MICH.

BOHN SYPHON REFRIGERATORS



Beautiful, Distinctive. Can be had in 7, 9 and 12 cubic foot net food storage capacity.

White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

For Electric Refrigeration

Write for Full Particulars

Bohn Refrigerator Company

SAINT PAUL, MINNESOTA

These Models are on Display at our own Stores in

NEW YORK
5 E. 46th St.

CHICAGO
227 No. Michigan Blvd.

BOSTON
707-709 Boylston St.

Broadened Market May Bring New Problems in Credit Risks

Denver Dealers and Distributors Tell How They Are Handling Time Payments

By Willis Parker

ELECTRIC refrigeration has reached such a stage of popularity that it can be said with safety that the crisis has been passed and that henceforth salesmen will be confronted by the problem of how customers can pay for merchandise rather than that of convincing prospects that they should purchase. This is admitted by the dealers in Denver, Colo. They face the new year with a new problem—that of credits.

Thus far the problem of credits has been of little concern for most prospects encountered had good credit ratings, and, although the majority of sales were made on the time payment plan, the credit risk was practically nil. An investigation of credit procedures by the various firms operating in the Denver territory showed that the principle in each case was the same, but the *modus operandi* was slightly different because of the variance in merchandising practice.

The Public Service Company

Considering first the Public Service Company, it is obvious that their problem is mainly that of getting more refrigerators on the line for the purpose of increasing the consumption of electricity. Their method of merchandising and collecting the installment payments is somewhat different from that of other concerns in the city.

Only five per cent of the sales made by this company are made for cash, leaving 95 per cent taking advantage of the installment plan. The sales organization passes up no potential prospect, and goes after commercial and domestic installations as eagerly as any distributor. Every user of electricity is a prospect—rich man, poor man, butcher, florist and merchants of all kinds. Perhaps the candlestick maker is included.

Payments Included on Monthly Bill

On credit sales the plan is somewhat standard, that is, ten per cent down payment and the balance in 24 months. The monthly installment is included in the gas and light bill under the heading of merchandise.

Such an arrangement gives the company a certain leverage in collecting the monthly installments, according to competing firms, who criticize the Public Service Company for such a procedure. But this is not necessarily the case, for it quite often happens that circumstances force the purchaser to miss a payment on his merchandise account, although he does pay his light bill. Explanations made by the purchaser usually enable him to obtain a few days' grace. However, it is the policy of the company to make collections just as religiously as do other distributors, who let no monthly payment pass without reminding the purchaser of his contract.

In fact, the only difference is that the Public Service Company sends out one statement including all items, instead of two—one for the gas and electric light account and the other for the merchandise account, although competitors declare that the light company will shut off the light and gas if the merchandise account is not paid. On the face of it, one would consider this exactly what would be done, since both items are included on the statement, and everyone knows that if he does not pay his light bill the current will be discontinued.

Under such a plan it is obvious that the Public Service Company can take risks that other dealers cannot. However, the credit of the customers is carefully watched and no refrigerators are sold to persons who are not fairly good risks. Since the firm has a larger number of accounts than any retail store in the community, and therefore has a better record of all of these accounts than do the department stores and others, it is quite probable that, after the credit department has examined the ratings of the prospects uncovered by the sales department, the percentage of credits passed, compared to the entire list of customers, is larger than is the case with other concerns.

Three Classes of Customers

The company's light customers are divided into three classes.

The first are the home owners—they are almost no risk at all.

The second class is composed of those tenants who discount their electric light bills every month—they are considered fair merchandise risks.

The third class consists of persons who had no previous credit rating when they applied for meter and lighting current and had to obtain a guarantor. They are considered good risks on account of the guarantor.

The man who doesn't discount his bills, then, is the poorest risk of all and is the one most likely to be turned down by the credit department should he desire to buy an electric refrigerator on the time payment plan.

"We do not need to consult with the retail credit bureau or any other agency outside of our own organization," says J. M. Eakins, manager of the electric refrigeration sales department. "We have more information concerning our customers

ers than the average merchant has about his."

Should the customer fail to pay his bill, he is sent a notice twenty days after the bill becomes due. Then when the next monthly statement is sent out it includes the entire balance. This usually brings the customer in post haste to make a few explanations and pay up the delinquent installments in order to get back upon the regular schedule again. If he doesn't heed the second statement, the account is turned over to the outside man and is in the form of a "shut off" notice. It usually brings the delinquent to time.

Shut Off Notice Seldom Necessary

"That's the procedure," explains Mr. Eakins, "but we haven't been compelled to use it much. Thus far we have found the purchasers of electric refrigerators so well pleased with their purchases that they'll make all reasonable efforts to keep up their payments so they won't lose the machines."

The credit rating of the customer is not looked up until the order for the equipment has been signed. The company handles its own paper.

The B. K. Sweeney Electrical Company's retail store distributes the General Electric refrigerator in Denver and has three selling plans. One is for cash in ten days; the second is cash in 30, 60 or 90 days, and the third is on monthly installments over a period of months.

The credit standing of a customer who is to pay cash in ten days is very carefully scrutinized, for it is obvious that, owing to the short time involved, a chattel mortgage or sales contract is impractical and likely to be considered an insult by the customer. If there is any risk at all in the sale of refrigerators on time, there is greater risk among those buying on the plan of cash in ten days, for there is nothing to hold the customer should he be crooked and move the merchandise a day or so after it was delivered to his home.

Where the customer wants to pay in 30, 60 or 90 days, he signs a sales contract, but of course his credit has been investigated even then.

When the customer wants longer terms, he signs the usual papers. No definite plan is followed with this class of customers. Some pay 10 per cent down and the balance in 18 months; others pay 20 per cent down and the balance in 12 months. "We try to make the terms suit the convenience of the customers, if we can," explained H. W. Fishburn. The paper is handled by a local finance company and is non-recourse. The interest charge is 8 per cent.

Frigidaire Requires \$25 Minimum Down Payment

The Frigidaire people sell 75 per cent of their equipment on the installment plan, but they never take, as a down payment, less than the cost of installation and the freight on the equipment from Dayton, O. This permits them to be in the clear in case of a repossession. While the cost of installation and the freight from Dayton varies according to the size of unit installed, there is a minimum of \$25 charged on small units.

FLINTLOCK CONDENSERS

Efficient—Economical
Compact

Greater Efficiency
at Less Cost

WRITE FOR OUR BOOKLET

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.
DETROIT, - - MICH.

The credit rating of their customers has not thus far proven a problem. The salesmen work all of the prospects they can without much thought of credit. In determining the credit standing of the prospect, the company consults the Denver branch of the Retail Credit Company of Atlanta, Ga. Final proof of credit must be passed upon by the Omaha branch of the General Motors Acceptance Corp., which handles all of the Frigidaire company's paper.

Instead of an interest rate based upon a definite figure for all risks, a flat carrying charge is made. This varies, it is understood, according to the terms of payment—the longer the payment period and the smaller the monthly payments, the higher the carrying charge, since it costs more to collect 24 payments of \$5 each than it does to collect 12 payments of \$10 each. The paper is indorsed by the Frigidaire company, and, in case of difficulties in making collections, the finance company turns the paper back to the company and collection or repossession must be made from the local branch.

Repossessions, admit all of the distributors, have not thus far presented a problem, for only good risks have been taken, and for the most part those who have made purchases have been in a position to meet their obligations.

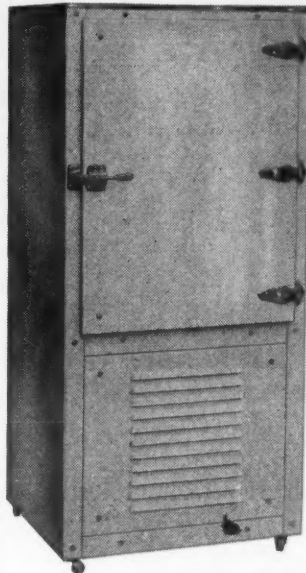
New Company Formed in Milwaukee

The Haven Manufacturing Company has been formed at Milwaukee, Wis., for the purpose of dealing in machinery, including refrigerating machinery, and has issued 1,200 shares of stock without par. Organizers of the company are Charles D. Haven, Frank L. McNamara and John H. Hurley.

"You certainly have made a wonderful improvement in your paper from what it was when it originally came out some two years ago. We are watching it grow with a great deal of interest and you surely are to be greatly congratulated."—J. J. Leonard, Seeger Refrigerator Co., St. Paul, Minn.

**AUTOMATIC ELECTRIC CONTROLS
NON-DETERIORATING MERCURY SWITCHES**
Simple — Dependable **ABSOLUTE** **ELKHART** **CON-TAC-TOR** **INDIANA** Accurate — Safe **CORPORATION**

\$30 25,000 CABINETS \$30
LESS QUANTITY DISCOUNTS
A Wonderful Leader
SECURE YOUR SHARE AT ONCE



Quantity Production the Answer

Write today for sample and discounts.

See the enormous value, hard to duplicate. One plant devoted entirely to this model.

Test it alongside of any other cabinet. It will show greater efficiency.

Two gaskets on door with double offset. Absolutely air tight.

Unit compartment. Hanger bolts. Pan. Rust proof shelves.

INTERIOR ARRANGEMENT OPTIONAL. Interior, special process high gloss enamel, looks like porcelain. Exterior (cold process) resilient lacquer. Capacity 5-7. High 55½ inches. Wide 26. Deep 22.

The Lowest Price Ever Quoted on Dependable Cabinets

Let us figure with you on any of your requirements. We manufacture all standard sizes, styles and finishes.

FERN-GLOVER REFRIGERATOR CORP.
CINCINNATI, OHIO

Long Distance Phone: East 4104

Linwood Road and Penn. R. R.

Welsbach

Low Pressure Refrigeration covers the field

Welsbach water coolers, for industry everywhere.

Small model Welsbach Cabinet (No. C-155) designed for installations in Apartment Houses.

Welsbach Systems are available for display cases of all types.

Florists find various Welsbach systems to meet every requirement.

Welsbach is ideal for restaurants, groceries, delicatessen stores, butcher shops, etc.

situation with a distinct edge in his favor.

With Welsbach, a dealer need never be left on the outside. Welsbach

systems cover the field:—domestic, remote and self-contained models, apartment houses, stores, water cooling for offices and factories, etc.

Welsbach distributor and dealer franchises are open in a few important territories. For information, write to Welsbach Company, Refrigeration Division, 307 Ellis St., Gloucester City, N. J.

NEW possibilities in electric refrigeration have been developing with surprising speed. Home installations now form but a part of the business of far-sighted dealers.

Apartment houses must have refrigeration. Welsbach is available for them. Retail merchants in almost numberless classifications are on the prospect list. Welsbach meets their requirements. Factories and business offices are finding fresh, cold water a first essential. Welsbach supplies the need.

Welsbach has more than kept pace with the growth of the dealer's sales opportunities. The Low-Pressure

operation of Welsbach is as successfully applied to commercial and apartment house installations as to domestic work. The exclusive advantages possessed by Welsbach send a dealer into any selling



ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

554 Maccabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephones: Northway 4243-4244

Subscription price: \$1.25 per year; two years for \$2.00
Foreign Countries: \$1.50 per year. Advertising Rates on Request

F. M. COCKRELL, Editor and Publisher H. A. DELASHMUTT, Advertising Manager
HUGH J. MOORE, Assistant Editor BEULAH WERTZ, Circulation Manager
Copyright 1928 by Business News Publishing Co.

JANUARY 18, 1928

Hotels and Restaurants

According to all reports, hotels and restaurants are serving a constantly increasing proportion of the meals consumed by the American public. The habit of "eating out" is but another evidence of American prosperity. The concentration of population in the cities, the diminishing size of apartment kitchens, the automobile, and other factors contribute to the swelling of the hotel and restaurant keepers' income.

It seems reasonable to assume that the public's habit of dividing its food budget has the broad effect of doubling the market for refrigeration equipment. Those who cater to the public's requirements for food service never know exactly what the demand will be at the next meal time. Enormous quantities of food must be kept in prime condition and ready to serve practically on a moment's notice. Food waste and spoilage must be kept to the minimum if profits are to be expected. Hotels and restaurants, therefore, represent an unlimited market for a great variety of specially designed cabinets as well as for numerous stock models.

The irregularity of the home-cooking schedule also has the effect of increasing the need for electric refrigeration. One of the greatest advantages of this modern appliance in the home is that it permits the family to go and come at will. Food purchased for today's use may be kept until tomorrow, or next week, if occasion demands. It seems that whether the restless American family roams at large or decides, perchance, to stay at home, electric refrigeration wins either way.

Policies that Stay Put

In an announcement regarding the reorganization of the Servel company, appearing elsewhere in this issue, emphasis is laid, in a statement by the general sales manager, on the fixed merchandising policies which will characterize the operations of the company in the future. The frequency of changes in policy is recognized as one of the difficulties which have hindered the progress of the company in the past.

The new management is to be recommended for this frank admission of a weakness in former methods and the obviously sincere desire to rectify the situation. Employees in office and field, as well as dealers and customers, will be encouraged by the prospect of greater stability in the merchandising practice of the company.

With no thought of questioning either the clear vision of the executives or their ability to carry out their purpose, we can confidently say that the newly adopted Servel plan will not remain indefinitely without change. In a new and growing industry, it is impossible for any management to lay down rules of procedure which will satisfactorily meet all conditions and requirements to be encountered in developing the business.

Some changes in policy, usually slight variations, but sometimes of a radical nature, are essential to the process of constructing an efficient business mechanism. But when such changes become too frequent, and especially when they represent reversals of previous understandings, the net effect is to disturb or even stampede the organization. Employees quit trying to figure out what the "front office" wants done. Dealers lose confidence in the promises of representatives and demand "something signed by the boss." Customers get disgusted and look elsewhere for service and satisfaction.

Of course, it is these same employees, dealers and customers who instigate a fair share of the policy changes. Salesmen want unusual terms or prices to meet the demands of potential customers whose business appears extraordinarily attractive. Dealers argue for extra advertising or service to meet local conditions. Customers demand special designs, shapes and finishes at little or no advance over stock prices.

Of all problems affecting the merchandising of electrical appliances, we believe that the inevitable presence of the public utility which supplies the current creates a situation which is the most difficult for the average manufacturer to figure out. It is, indeed, a most complicated puzzle and one which has stumped many a high-powered "director of sales" who made his reputation elsewhere than in the electrical field.

ELECTRIC REFRIGERATION NEWS will award a framed copy of Lincoln's Gettysburg speech to any electric refrigerator manufacturer's sales manager who will write, in as many words, a merchandising policy affecting relations with central stations, which will work successfully in New York, Pittsburgh, Cleveland, Detroit, Chicago, Denver and San Francisco.

The fact remains that the whole industry has been troubled by a surplus of plans conceived yesterday, put into operation today and forgotten tomorrow. There has been too much hiring and firing to achieve trained, responsible and efficient personnel. Big organizations and little ones alike have been going through the rigorous process of attaining a working staff and a workable system to do the job.

As has been previously mentioned in this column, 1927 was a year of reorganization and adjustment. Stabilization appears to be a worthy goal for 1928. We wish all success to Servel in its efforts in this direction.

Electrically Refrigerated Commercial Display Cases at Junior Live Stock Show, Cleveland



The Phoenix two-ton automatic ice machine in the background supplies refrigeration for the two eight-by-ten display cases, a storage case of the same size, and a twelve-foot display case for fish.

WILL JUDGE PUBLIC UTILITIES' ADVERTISING

The Public Utilities Advertising Association has devised a Better Copy Contest designed to encourage the continued development of public utility advertising. The contest covers the entire field of public utility operation in the electricity, gas and transportation division.

The National Electric Light Association and the American Gas Association will co-operate with the Public Utilities Advertising Association in determining the award for the winning advertisements in their respective fields. It is planned to award a certificate of merit for the best advertisement, with honorary awards for second and third places in each of the three divisions.

All public utility operating companies are eligible to the contest. Advertisements released during 1927 and early 1928 will be included. A committee of judges representing the national associations will make the awards.

BRITISH COMPANY MAKES NEW INSULATING MATERIAL

A new insulating material having a low thermal conductivity, high mechanical strength and fire resistance, low cost and extreme lightness, is described in an article in the December issue of *Ice and Refrigeration*. This material, called "Fosalsil," is now being manufactured by Moler Products, Ltd., whose new works at Hythe, Colchester, England, were publicly opened recently.

The material has sound, heat and cold insulation properties, and is said to be suitable for the insulation in refrigerator plants, boilers, furnaces, kilns and other purposes. It is being manufactured in various shapes of block, brick and slab.

SALESMEN USE AUTOS TO ADVERTISE REFRIGERATION

The Copeland Sales Co., Detroit, is offering its dealers and distributors and their salesmen a tire cover on which is reproduced in six colors a large size Copeland self-contained unit with opened doors and the interior filled with food. The wording Copeland Dependable Refrigeration appears at the top of the circular cover and a space is left for the dealer's name and address just below the cabinet.

Frigidaire Keeps Smokes in Condition

In listing unusual installations the use of a Frigidaire unit in the cigar case of a Dallas, Texas, drug store should be included. The installation is designed to keep cigars in condition at an even temperature at all times. It is said that the tobacco keeps better under a uniform temperature and that the original moisture is maintained, thereby preserving the flavor and aroma of the tobacco.

Nokol and Aetna Oil Burner Companies Consolidate

The American Nokol Co., Chicago, manufacturers of the Nokol oil burner and the Aetna Automatic Oil Burner, Inc., Providence, R. I., makers of the Aetna oil burner, have consolidated under the name of the former. Both burners will now be produced at the Chicago factory.

IROQUOIS COMPANY GOES ON THE AIR

The Iroquois Company of San Antonio, Texas, has completed arrangements with radio station HGRC of this city whereby it will broadcast regular weekly programs on Saturday evenings between the hours of 8 and 9 o'clock. Programs are being planned with each featuring an Indian theme in which the name Iroquois is tied in. The first of these given was under the title of "Indian Dawn," the second "Indian Romance," while "Indian Ceremony" has been voted by fans as one of the best programs ever broadcast over the local station.

COURSE IN ENAMELING IS GIVEN BY FERRO COMPANY

The Ferro Enameling Co. frequently gives courses in enameling at its plant in Cleveland, Ohio. J. E. Hansen, a graduate of the Ceramic Engineering Department of the University of Illinois, who for a number of years was engaged in commercial research and development work on sheet steel and cast iron enamel, directs the study in this enamelers' training course. Mr. Hansen has prepared a complete text book, *The Technique of Vitreous Enameling by the Wet Process on Cast Iron and Sheet Steel*, for the course. Information regarding the course may be obtained direct from the Ferro Enameling Co., 2100 Keith Bldg., Cleveland, O.

O. A. Brandel With George Belsey Company

Orrin A. Brandel, formerly sales manager in northern California for the Kelvinator sales divisions of Leo J. Meyberg Co., San Francisco, is now associated with the George Belsey Co., distributors of General Electric refrigerators in Los Angeles territory.

NEW YORK LEAGUE NOMINATES OFFICERS

At the Christmas luncheon of the New York Electrical League, held at the Hotel Astor on December 21, a platinum watch and chain was presented to Joseph C. Forsyth, supervising engineer for the electrical bureau of the New York Board of Fire Underwriters, in recognition of his work in behalf of the electrical industry.

The nomination of new officers to be elected in January was announced as follows: Earl Whitehorse, commercial editor *Electrical World*, president; Theodore H. Joseph, E-J-Electric Installation Co., first vice-president; William A. Kennedy, second vice-president; Clarence L. Law, third vice-president; David T. Brown, secretary; Lawrence L. Strauss, treasurer.

The Department of State of the United States Government at Washington co-operated in the distribution of the January 4 "Catalogue and Directory Number" of *ELECTRIC REFRIGERATION NEWS* by furnishing a list of all representatives of the government in the consular service in foreign countries.

Armstrong Cork Announces Resignation of P. G. Lauck

The Armstrong Cork and Insulation Co., Pittsburgh, Pa., announces the resignation of P. G. Lauck, district manager of the Kansas City, Mo., office. Mr. Lauck resigned because of ill health, after 22 years in the service of the firm. He is succeeded by H. K. Ireland.

The Congealed Emissary

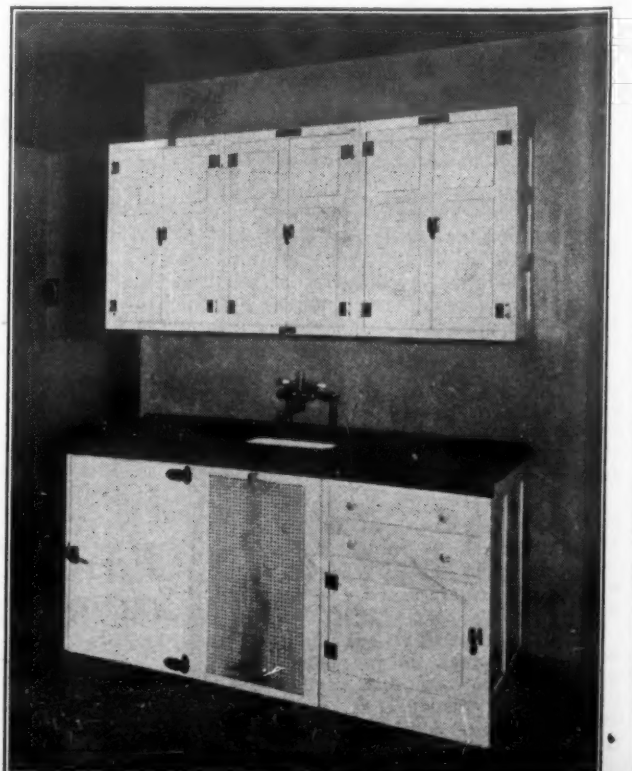
The plan is to doll up the iceman, and have him deliver his ice in canvas sacks. Will he continue to be called the iceman, or will he hereafter be called the Congealed Emissary?—*Detroit Free Press*.

Space-Saving Apartment Job

The Celian Apartment, located in the residential section of Brooklyn, N. Y., overlooking Pratt Institute Park and the Library, has been equipped throughout with Copeland refrigerators. The units are installed in a specially designed combination cabinet and sink, in which an attractive wicker shield covers the compressor compartment.

The Copeland N-5 model used here has five cubic feet of food storage space, a double depth ice drawer and defrosting receiver.

The ever increasing popularity of apartments with one, two and three rooms, with open or enclosed kitchenettes, have created a vast field for this type of installation, where compactness is a primary consideration.



New York Section of A. S. R. E. Closes Most Successful Year

Increase in Attendance Attributed to Interesting Meetings Arranged by President Bennis

By James Larkin, Secretary

The year 1927 was the most successful one, we believe, in the activities of the New York Section of The American Society of Refrigerating Engineers, under the direction of President Stephen Bennis, who has served so admirably in this capacity for the past two years.

The interest in the meetings of the New York Section during this year has increased considerably and the average attendance has shown a decided increase, which we believe is due primarily to the interesting meetings that have been arranged and the effort made by the president to make the New York Section a real benefit and service to those affiliated with the refrigerating industry.

Summary of Meetings

At the January meeting was presented a paper on cooling towers by C. O. Emrich, manager of the cooling tower division of the E. A. Lundy Co., Pittsburgh, Pa., who gave some very interesting information on new development work carried out by this organization in conjunction with their vacuum cooling towers. This paper was very well received and created a great deal of comment because of the unusual features outlined and was the basis for a good deal of general information on this interesting subject.

Because of the necessity of water with refrigerating plants, President Bennis arranged to have William W. Brush, chief engineer of the department of water supply, gas and electricity of the City of New York, present a paper February 23 entitled, "Interesting Phases of New York City's Water Supply." At this meeting Mr. Brush, with the aid of excellent lantern slides, showed the general system of the Catskill water supply system to New York and many interesting features pertaining to this work.

The March meeting has always been a special feature of the New York Section activities. This meeting is given over primarily to the discussion of household machines, and is also featured as a ladies' evening. One hundred and eighty-two members and guests were present, the largest number that has ever attended a New York Section affair.

At this dinner were present the leaders in the household refrigerating industry. The first speaker of the evening was Dr. Louise Stanley, chief of the Bureau of Bureau of Home Economics, United States Department of Agriculture, Washington, D. C., who gave a very interesting and instructive paper on household refrigerating machines from the woman's standpoint. The next speaker was F. M. Cockrell, editor and publisher of *ELECTRIC REFRIGERATION NEWS*, Detroit, Mich., who, Mr. Bennis stated in introducing, has done more to bring together the manufacturers of the household refrigerating machines with an idea of creating better relations and putting the whole household refrigerating business on a higher plane, than any other man in the industry.

Mr. Cockrell presented a very interesting view of the household machine, and pointed out the enormous possibilities of this growing industry and compared it with the automobile field. The possibilities of the household machine are becoming more and more apparent, particularly to the public utilities companies, because of the great potential load that it offers to the central station. Mr. Cockrell said that in his opinion the household machine is the greatest electric appliance that has been produced.

Through an arrangement with the New York Edison Co., at the close of this meeting at the Machinery Club, the members and guests were taken in buses to the Refrigeration Show in progress at this company's show rooms. Through the arrangements made by C. K. Nichols of the Edison Company, the visitors had an excellent opportunity to see the various types of machines in operation. Later a buffet luncheon was served by the New York Edison Co.

The next meeting was held April 27, at the Machinery Club, and two interesting subjects were presented. The production

of copper was presented by Frank G. Smith of the American Brass Co., Waterbury, Conn., showing the various processes of manufacture from the ore to the finished product and the various uses to which this product is adapted in our every day life.

The second paper was presented by J. W. Martin, assistant to the President of the Dry Ice Corporation of America, who outlined the possibilities of this comparatively new form of refrigeration.

Due to the death of Charles T. Drake, treasurer of the New York Section, on June 5th, the meeting for this month was cancelled as a tribute to the memory of Mr. Drake who had done so much for the organization.

The Fall meeting was held Sept. 21, and this meeting was given over to aviation. The speaker of the evening was Cy Caldwell, an aviator of over eleven years of practical flying experience and who, during the World War, was attached to the flying night patrol planes in the English army. Mr. Caldwell related his experience in flying over Newfoundland for six weeks endeavoring to locate the lost French fliers, Nungesser and Coli, and gave some very interesting first hand information of his activities on this expedition.

Mr. Caldwell also pointed out the lack of real interest as evidenced by our Congress in not getting the real facts of aviation and the apparent efforts of some large organizations to impede the progress of this art.

Following Mr. Caldwell, Frank A. Tichenor, published of *Aero Digest*, also spoke of the difficulties that aviation is encountering because of lack of Government support. He contrasted our policy with that of other countries.

The next meeting was held October 17, at the New Park Central Hotel. At this meeting the guest of honor was W. H. Carrier, president of the parent organization of the American Society of Refrigerating Engineers, who spoke very interestingly regarding the development of the various sections and the necessity for having an ultimate organization of what he would term "thermal engineers." The relations between refrigerating engineers and heating and ventilating engineers are becoming so closely allied that it is difficult to say where the work of one starts in and the other ends.

Following Mr. Carrier a most interesting paper on "Re-Circulation in Theatre Cooling," was presented by L. L. Lewis of the Carrier Engineering Company, who showed some very interesting slides pertaining to this new development.

After this meeting, the 112 members and guests who were present adjourned to the Roxy Theatre where they had an opportunity to get first-hand information of the Carrier System for conditioning air, which is installed in this theatre.

At the November meeting, the section was the guest of the New York and Queens Electric Light and Power Company at the Chamber of Commerce building, Long Island City. A paper was read by C. A. Barton, general commercial manager of the New York and Queens Electric Light and Power Co., giving some very interesting figures on electric power for refrigeration in the Borough of Queens. Following this, the members were conducted to the new plant of the Breyer Ice Cream Co. at Long Island City to see the

general design and layout of the manufacturing facilities of this organization through the courtesy of John Adams and C. H. Schaefer, executives of this company.

The December meeting was arranged in conjunction with the parent organization convention which was held Tuesday evening, December 6, at the Hotel Astor. This gave the members of the New York Section an opportunity to meet the members of the parent organization who were in New York attending the convention.

PUBLIC UTILITY MEN ON N. E. L. A. REFRIGERATION COMMITTEE IN NEW YORK

Following are the members of the Refrigeration Committee of the Metropolitan New York Section, National Electric Light Association.

Paul Lorch, Chairman, The New York Edison Co., Tremont and Monterey Aves., New York, N. Y.

S. Bennis, The United Electric Light & Power Co., 130 East 15th St., New York, N. Y.

Prescott Beach, N. Y. & Queens Elect. Lt. & Pr. Co., Bridge Plaza, Long Island City, N. Y.

Thos. J. Daly, The Bronx Gas & Electric Company, 43 Westchester Square, New York, N. Y.

Crosby Adams, Staten Island Edison Corporation, 50 Bay St., St. George, Staten Island, N. Y.

G. Ostlund, Westchester Lighting Company, Park and Prospect Aves., Mt. Vernon, N. Y.

J. Welsh, The New York Edison Company, 124 West 42nd St., New York, N. Y.

U. Kuneman, Yonkers Electric Light & Power Company, 45 South Broadway, Yonkers, N. Y.

Maurice Schwartz, Queensboro Gas & Electric Co., 1610 Far Rockaway Blvd., Far Rockaway, N. Y.

E. T. L. Service for Domestic and Commercial Electric Refrigeration

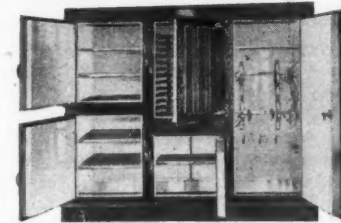
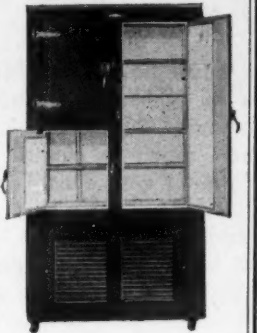
Testing and experimental laboratory service for manufacturer, distributor, central station
Test data exclusive property of client

ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, NEW YORK CITY, N. Y.

COMMERCIAL REFRIGERATORS

for

HOTELS - RESTAURANTS
CLUBS - CAFES - GROCERS
DELICATESSENS - INSTITUTIONS



Built to Give Lifetime
Service with Mechanical
Refrigeration

HERRICK REFRIGERATOR COMPANY
1019 CEDAR STREET WATERLOO, IOWA

HERRICK

THE ARISTOCRAT OF REFRIGERATORS



For

Hotels, Restaurants, Institutions

From a single unit to complete installations for the largest institution McCray is prepared to supply the need for refrigerators in hotels, restaurants, hospitals and institutions of every kind.

The dealer in electric or mechanical refrigeration of any kind has at his disposal in the McCray line cabinets proved in service for over 37 years.

And the same thorough-going quality marks every McCray product, from a small ice chest to a large cooler, in stock models and built-to-order equipment. The McCray nameplate is recognized as the "sterling" mark on a refrigerator.

Dealers are invited to write for complete information, without obligation.

MCCRAY REFRIGERATOR SALES CORPORATION

DEPT. 66, KENDALLVILLE, IND.

Salesrooms in All Principal Cities

See Telephone Directory

MCCRAY

REFRIGERATORS

for all purposes

SPECIFY ANSUL SULPHUR DIOXIDE

The Product with a Factor of Safety

ANALYZED SULPHUR DIOXIDE

Absolute Protection for Refrigeration

ANSUL CHEMICAL COMPANY

MARINETTE, WIS.

A Complete Line of Commercial Refrigerators for Mechanical Refrigeration

McCray is the world's largest builder of refrigerators for all purposes. All McCray models are ready for immediate use with mechanical refrigeration of any type. Refrigerators, coolers, refrigerator counters and chests for stores, markets, hotels, restaurants, hospitals, institutions, florist shops and homes—both stock models and built to order.

Pure cork-board insulation, sealed with hydrolene cement, insures efficient, economical and enduring service.

Omaha Distributor Says It Is Easier to Sell in Small Towns Than in the Cities

By Charles P. Rodman

AN interview with Mr. Wagner of Charles E. Wagner, Inc., Omaha, Nebr., general distributors of Frigidaire for Nebraska and twelve counties of western Iowa, reiterates the fact that people are turning more and more to electric refrigeration. Mr. Wagner stated that sales were running considerably over the figures set up last year.

"To bring this about has taken considerable effort and expense," said Mr. Wagner. "Last May we used a four-page rotogravure in one of the Omaha Sunday papers, reaching fully 100,000 possible prospects.

That has been followed by smaller space at different times in Thursday papers. We generally use Thursday, as Friday and Sunday there is too much shopping news. A direct-by-mail campaign has also been conducted from the Omaha office."

"Who stands the advertising expense?" was the question asked.

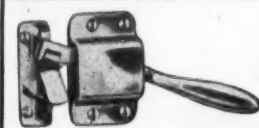
"The main office shoulders three-fourths and the local dealer one-fourth," said Mr. Wagner. "We have found the dealer takes more interest in having the names of good prospects go on the advertising list when he stands a portion of the expense.

Sales Best in Small Towns

Strange but true, the Wagner people have found it much easier selling in the smaller towns than in cities of above 10,000. This, according to Mr. Wagner, is due to three things. "First—Ice is much harder to get in the small towns than the larger places. Second—The smaller towns are better sales territories, because the people are more impressed with the worth of electricity and what it will accomplish. Third—We have a good working organization in the smaller towns. This is due to the fact that for several years this company has been the western distributor for a farm lighting plant. We are now using that organization in selling electric refrigeration."

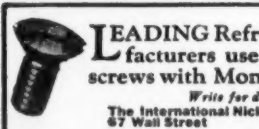
Sales Training Valuable

Mr. Wagner states that the sales plan he is using is made up of two good features. The first is educational and rated at forty per cent, while the training of salesmen is rated at sixty per cent. The advertising is supposed to carry the first load, while the Omaha office does the training of salesmen. A school for this purpose is in continuous operation at the Omaha headquarters. This is used by the out-of-town agents as well as the city salesmen, and the regularly established agencies are getting much good from it. When a new agency is established or some of the men are seen to be going stale, they are called in for instruction. They are kept in until the weakness is discovered and remedied.



Distinctive
Refrigeration
Hardware

PATENTED TRIPLOCK
Winters & Crampton Mfg. Co., Grand Rapids, Mich.



LEADING Refrigerator manu-
facturers use Monel Metal
screws with Monel Metal trim.

Write for details to
The International Nickel Company (Inc.)
37 Wall Street
New York, N. Y.



WAGNER MOTORS FOR ELECTRIC REFRIGERATION

Wagner Small Motors meet the refrigeration standard—mechanically quiet—built to close tolerances. Available in ratings from 1/4-hp. to 1 1/2-hp.

TEN PROMINENT USERS

Frigidaire Corp. U. S. Air Compressor Co.
Kelvinator Corp. Duro Pump Co.
Universal Cooler W. B. Wilde Co.
Iron Mountain Co. Lipman Refrigeration Co.
Merchant & Evans American Blower Co.



WAGNER ELECTRIC CORPORATION
6400 Plymouth Avenue St. Louis U. S. A.

Ferro Porcelain Enamels are
Known the World Over for
their Snowy Whiteness and
Easy Workability.

WRITE FOR "MEN & METHODS"

The Ferro Enamel Supply Co.
CLEVELAND, OHIO

SHAFT SEALS

THERMOSTATS—FLOATS
HIGH PRESSURE
CUT-OUTS

GOODNOW & BLAKE MFG. CO.

LIGHT
STAMPINGS

Automatic Controls for
Refrigeration and
Oil Burners

3840 BEAVER STREET
DETROIT, MICH.

ESTIMATES 4.3 PER CENT OF WIRED HOMES HAVE ELECTRIC REFRIGERATORS

The percentage of wired homes supplied with electric refrigerators as of January 1, 1928, is 4.3, or 755,000, against 2.4 per cent of one year ago, according to *Electrical Merchandising*.

ELECTRO-COLD MAKES ADDITION TO FACTORY, ANNOUNCES NEW MODELS

Redesigned Frost Unit Gives Increased Shelf Space

Electro-Kold Corp., Spokane, Wash., announces the addition to their present factory of a three-story-and-basement building at South 161 Post St.

This building has a total of approximately 10,000 square feet of floor space. The ground floor is being remodeled as a display room. The factory experimental room and frost tank manufacturing department will be moved into the new quarters.

The company announces several new additions to its line for 1928, among which is a small domestic unit to be equipped with a one-sixth horsepower motor. The cabinet in this model will have a 6.3 cubic foot capacity. The re-designed frost unit allows for increasing the shelf space in the refrigerator to 9.25 square feet, not including the chill tray directly beneath the frost unit. Another addition to the line is an ice maker with a capacity of 18 ice trays of 18 ice cubes per tray.

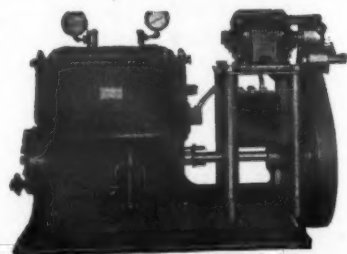
In speaking of the activities of the company during the past year, H. L. Master, advertising manager, said, "During the early part of 1927 we brought out our AA compressor unit, equipped with a one-horse power motor for use in connection with large commercial installations, and also our multiple control for apartment installations. This compressor has capacity to take care of twenty six-cubic-foot refrigerators of average insulation. It is a two-cylinder job with inter-changeable cylinder sleeve bushings, bronze connecting rods and drop forged steel eccentric crank shafts.

"Another development made by the company during the last year is our pressure switch. This switch has a total of but 54 parts, 25 per cent of which are wood screws or rivets. The switch itself is of the roller contact type and is so designed that adjustments for either range or cut-in and cut-out points are very easily made. Solid silver contact points are designed so as to give a very quick make and break."

McGRAW MEDAL FOR CO-OPERATION AWARDED TO S. E. D. PRESIDENT

The directors of the Society for Electrical Development, acting as sponsors for the James H. McGraw award, presented the annual medal for co-operation to W. Winans Freeman at a dinner given at the Hotel Roosevelt, New York City, on Tuesday evening, January 10. The James H. McGraw award was established in 1925 to encourage constructive thinking for the advancement of the electrical industry. Four medals are awarded annually. Mr. Freeman is president of the Union Gas and Electric Co., Cincinnati, and vice-president of the Columbia Gas and Electric Corp.

"We want to say that ELECTRIC REFRIGERATION NEWS has been a wonderful assistance to our company. The publication has kept us posted as to the latest moves in electric refrigeration, and by following this information we are able to place our efforts in the right direction at the right time."—B. R. Crampton, Winter & Crampton Co., Grand Rapids, Mich.



ELECTRIC REFRIGERATION DISTRIBUTORS AND DEALERS

You need the PEERLESS
line of commercial units.
PEERLESS units give you a
COMPLETE line, ranging from
1 to 10 tons.

Fifteen years of successful
manufacturing and merchandising
of ice machines are behind
the PEERLESS name. Our
record warrants your most exacting investigation.

WRITE OR WIRE

PEERLESS ICE MACHINE CO.

515 W. 35th St.
CHICAGO, ILL.

REORGANIZED SERVEL COMPANY IN OPERATION

(Continued from Page 1, Column 5)

and commercial applications. This unit is seen as a load builder for gas companies as well as a means of attracting public attention to improve gas appliances.

Depositors to Receive Payments in Thirty Days

The Servel properties were placed in receivership August 4, 1927, and since that time a reorganization committee consisting of George W. Davison, chairman; Nicholas F. Brady, C. M. Kittle, Albert H. Wiggins, and Murray Coggeshall, with Larkin, Rathbone and Perry as counsel, has been actively at work reorganizing the affairs of the several related companies. Mr. Davison's committee announces that within the next thirty days, payments and deliveries to depositors under the plan worked out, are expected to begin. January 16, 1928, has been set as the last day on which deposits of the five-year 6 per cent convertible notes of the Servel Corp., as claims against it and its subsidiaries included in the reorganization will be received without penalty.

With more than two-thirds of the outstanding shares of common stock of the Servel Corp. already deposited under the plan, the committee has ruled that until January 16 undeposited shares will be received on deposit upon payment of the two installments of \$1 a share, each now past due, plus interest on said installments at the rate of 6 per cent per annum. After that date undeposited shares may not be deposited with the committee.

NEW YORK EDISON TO HOLD ELECTRIC REFRIGERATION SHOW

Arthur Williams, vice-president in charge of commercial relations of the New York Edison Co., announces a series of special electric shows to be held in the show rooms of the company at 15th St. and Irving Place, New York, in February and March.

The first will be the sixth annual electric sign show, Feb. 6 to 11, inclusive. The sixth annual electric power show will be held February 20-25, inclusive. Following that, the eighth annual electric truck show will be held March 5-10, inclusive. The series will be concluded with the third annual electric refrigeration show, March 19-31, inclusive. In this display all of the newest models in domestic electric refrigerators, ranging in size from the smallest to the largest, will be displayed. Other displays of equipment for remote installation will be included.

NORTHEY REFRIGERATORS FOR ALL PURPOSES ANY SIZE, STYLE OR FINISH NORTHEY MFG. CO. WATERLOO, IOWA

AGENCIES IN MOST LARGE CITIES
WATERLOO DIRECT TO YOU



Three Profitable Years

of good selling, and of excellent performance in all types of heating plants, proves the fundamental soundness of handling an Oil Burner that has behind it the engineering knowledge, manufacturing skill and merchandising ability of The Gulf Organization.

A valuable franchise, including unusual co-operation and sales helps, is available to dealers whose qualifications meet our requirements.

Write now for full details.

THE GULF OIL BURNER CO.

Dept. C-1, 1627 Chestnut Street
Philadelphia, Pa.

BUSH CONDENSERS

Made in any size or capacity.
Seamless Copper Tubes, Individual Fins, Maximum Efficiency.

BUSH MFG. CO.
Hartford, Conn.

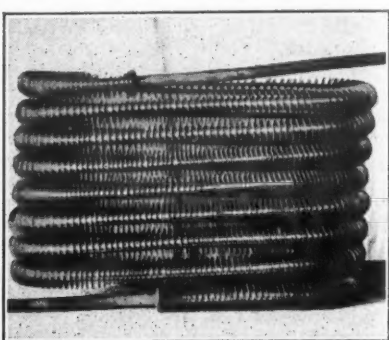
WHITE-HANNA
302 Lincoln Bldg.,
DETROIT, MICHIGAN

All-Porcelain Refrigerators



Now sold direct to the Electric
Refrigeration Trade and backed
by our 90 YEARS' experience
in the Kitchen Equipment field.

SAVORY, INC.
New York BUFFALO Chicago



ROME CONDENSERS

are formed in any shape of one
piece of seamless copper tubing,
fitted with heavy gauge copper
radiating fin. Rome condensers
are five times as efficient
as plain tubes

Rome-Turney Radiator
Company
ROME, N. Y.

General Electric Dealers Meet With Baltimore Distributor



The group returning to the Hines Co. Headquarters after inspecting the Baltimore G. E. Works.

SAYS ICE INDUSTRY
WILL BE MADE OVER
IN NEXT TEN YEARSIce Manufacturer Must Study
Merchandising and
Organization

If any further evidence were needed of the hard and active thinking that is going on everywhere in the ice industry today about financing, commercial and service problems, and relations with the customer, both the program and the actual sessions of the twenty-first annual meeting of the Eastern Ice Association, at the Hotel Pennsylvania, New York, on November 29 and 30 and December 1, would have supplied it.

Charles C. Small, president of the American Ice Co., struck the keynote of the entire convention when, in his address of welcome to the delegates, he declared: "In the next five or ten years you men are going to make a new industry; so new that even you who are making it will hardly recognize it. During the past year, as during the previous two years, the ice industry has been doing some honest thinking about itself. Perhaps it was the competition which appeared to threaten our industry which started us on real thinking. Whatever it was, we seem to have gotten the habit."

Industry Acquires New Vision

"The time has come when the ice industry must look beyond mechanical efficiency. The industry has once for all lost what might be called its 'cellar vision.' It must now see ahead in two directions; it must turn its attention from the routine of manufacturing and delivering to the more exciting and more difficult problems of merchandising. And it must turn to the even more complex and important problems of organization."

"It was an important era in the industry when it discovered that it did not sell ice, which lasts but a day, but service, which must endure as long as the business endures. But the consuming public has not yet discovered this fact and it is one of the industry's greatest tasks to make the public understand this."

"The ice industry is beginning to join the others in the inevitable economic trend of all industry. It has too long been in about the same position as the localized power plant and the corner grocery. Through consolidations and financial interconnections the ice industry will be able to operate on a bigger scale and to have all the advantages which bigger business has over smaller business. This trend is not only logical but inevitable."

To Set Up Service Standards

The impression created by Mr. Small's address was only strengthened by R. L. Lockwood, of the Division of Simplified

Practice of the United States Department of Commerce, who told of the plans of his division and of the Bureau of Standards to set up practical standards of customer service, by scoring ice to make it possible to sell an absolutely uniform standard cake in units of 25, 50, 75 and 100 pounds; and by setting up standards of performance for the domestic ice-box by determining accurately the proper flow of heat through typical insulating material.

One of the sessions was given over primarily to financial discussion. Three leading investment bankers—E. L. Bennett, of Boston, and E. R. Diggs and P. H. Whiting, of New York—told of various aspects of financing. Mr. Bennett seconded Mr. Small by declaring that in his judgment the ice industry is entering upon a period of several years of mergers and financial consolidations.

Mergers Will Solve Many Problems

Mr. Diggs drew a parallel between the ice industry and the public utility industry of several years ago, giving reasons why the same process of merger into a smaller number of strong organizations, which has been so beneficial to the public utilities, will aid the ice companies in coping with their present problems. Mr. Whiting, himself formerly connected with one of the great public utility groups, discussed methods of strengthening the financial structure of a company by the sale of its junior securities to its own customers in local territory, by its own employees—the "customer-ownership" method.

AMERICAN ICE WILL
PAY EXTRA DIVIDEND

Directors of American Ice Co., at a meeting held December 28, declared an extra 50 cents on the company's common shares, in addition to the usual quarterly dividend of 50 cents a share on the company's common and 1½ per cent quarterly on the preferred. Dividends are payable January 25 to stockholders of record January 6.

This is equivalent to the extra of \$2.00 declared by the company a year ago, a four-for-one split-up in the common having since been effected.

Following the meeting, President Charles C. Small stated that earnings for November were \$292,137, which is 116 per cent better than a year ago, and that October earnings were 45 per cent better than October last year.

Said Mr. Small, "The company's business fell off somewhat during the summer period owing to the cool weather, but has come back remarkably well during this fall. Earnings for the year will compare favorably with those of 1926 when the figures were \$2,716,706. We are adding two new plants to the 70 now in operation in our territory along the seaboard, and believe that the coming year will be the best in the company's history."

ACTIVE MERCHANDISING
PAID THIS CENTRAL STATION

The effect of active merchandising by the central station is shown in results obtained by the Central Arizona Light and Power Co. The increase in consumption from an average of 310 kilowatt hours per year from September, 1925, when merchandising was actively begun, to 421 kilowatt hours per year by the end of August, 1927, is attributed by company officials to merchandising efforts.

Through an attractive salesroom, newspaper advertising and an energetic sales force, this company, having about 10,000 domestic customers, increased its appliance sales from \$12,000 in 1925 to \$100,000 in 1926. A net merchandising profit of 11% was realized.

"The Best Association"

It is now inconceivable that any industry should try to get along without the best trade association it knows how to sustain. Without such an association, an industry would have to pay useless and fallacious forms of competition a much larger bill of costs than it faces even in a year like 1927. And "the best association" is one in which the members take an active, aggressive, and constructive interest.—Refrigeration.

an unusual **O**ppportunity
now open to distributors

EXCLUSIVE TERRITORY for

ARGOWAND
HEAVY DUTY

POSITIVE VACUUM CLEANER

THIS improved portable vacuum cleaner
offers these exceptional advantages:

Presents no servicing problems. No increase in your present overhead. Fills in gaps between selling seasons. Gives unusual profit in proportion to sales effort. A stable proposition—a product of the American Radiator Company.

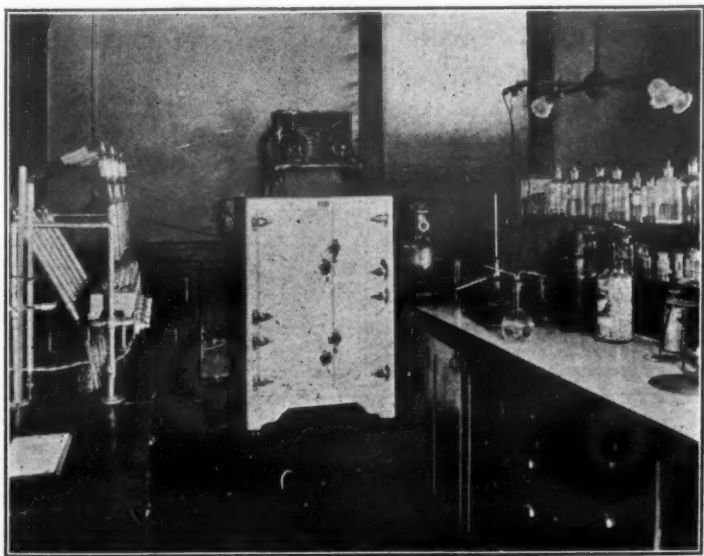
Here are some of its unique sales features. It takes out 100% more dirt than ordinary vacuum cleaners. Does its work in half the time. Consumes less current per square foot. Equipped for every kind of surface—rugs, draperies, upholstery, walls, floors. It is compact, quiet, 99.5% efficient. Saves labor—saves rugs—saves repair bills.

To get the exclusive distribution in your
territory—write or wire us for particulars.

ARCO VACUUM CORPORATION
(DIVISION OF **AMERICAN RADIATOR COMPANY**)

40 WEST 40TH STREET, NEW YORK

Meat Inspection Laboratory Uses Copeland



The Orchard Wilhelm Company, at Omaha, Nebraska, has installed a Copeland refrigeration system in a Tettenshorn cabinet used by the United States Department of Agriculture meat inspection laboratory, at South Omaha, to refrigerate fresh meat, smoked meat, and meat product samples, preparatory for their incubation

for the production of bacteria. Ice is not satisfactory for this work because of fluctuating temperatures, which affect the final result of the meat analysis. Electric refrigeration insures the utmost accuracy in these rigid tests, and the Orchard Wilhelm Company reports that it has required no attention since its installation.

Models No. 101 and 104
4.4 and 5.1 cubic feet food storage capacity, respectively. Adaptable to any standard compressor unit.

Models No. 102 and 105
Designed for remote compressor installations or where vegetable bin is desired.

Detached Compressor Compartment
(for Vegetable Bin)

THE widespread demand for REX Cabinets for use in apartment-homes carries an important meaning. Only cabinets that are efficient and sturdily built, that will last for years under constant use, could win the high regard and approval of refrigerating unit manufacturers, architects, builders and owners.

If you are not thoroughly familiar with the Apartment-Home Models of REX All-Metal Cabinets for electric refrigeration, write today for descriptive folder.